Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1.　　(Currently Amended) A method of generating information including targeted ads, the method comprising:

receiving a first information item of a channel in a syndicated format, the first information item including a first title, a first link, and a first description, the channel including a channel title, a channel link, and a channel description;

receiving a first targeted ad item in the syndicated format, the first targeted ad item including a first targeted ad title, a first targeted ad link, and a first targeted ad description;

storing, on a computer storage ~~medium,~~ device, the first information item and the first targeted ad item;

inserting, using at least one processor, the first targeted ad item adjacent to the first information item in the channel in the syndicated format; and

forwarding the channel including the first information item and the first targeted ad item.

2.　　(Previously Presented) The method of claim 1, wherein the syndicated format is configured to list at least one item having a title, a link, and a description corresponding to a channel.

3.　　(Cancelled)

4.   (Original) The method of claim 2, wherein said syndicated format is an XML

compliant format.

5.   (Original) The method of claim 2, wherein said syndicated format is RSS.

6.   (Original) The method of claim 2, wherein said syndicated format is Atom.

7-10.   (Cancelled)

11.   (Previously Presented) The method of claim 1, further comprising:

receiving keyword information, the keyword information including at least one keyword;

selecting a first targeted ad from among a plurality of ads based on the at least one

keyword; and

generating the first targeted ad item in the syndicated format based on the first targeted

ad.

12.   (Previously Presented) The method of claim 11, wherein receiving the keyword

information comprises receiving a user request including the at least one keyword.

13.   (Previously Presented) The method of claim 11, wherein the first information

item includes the at least one keyword.

14-16. (Cancelled)

17.   (Previously Presented) The method of claim 1, wherein the first targeted ad item includes a content targeted ad that is selected using content included in the received first information item.

18.   (Previously Presented) The method of claim 17, wherein content used to select the first targeted ad includes at least one of the first title, the first link, and the first description included in the received first information item.

19.   (Previously Presented) The method of claim 1, further comprising:

receiving at least some user profile information for use in selecting a first targeted ad from a plurality of ads.

20.   (Cancelled)

21.   (Previously Presented) The method of claim 1, further comprising:

receiving geographic location information for use in selecting a first targeted ad from a plurality of ads.

22.   (Previously Presented) The method of claim 21, wherein the first targeted ad is selected based on a geographic location to which the channel is forwarded.

23.   (Previously Presented) The method of claim 1, further comprising:

receiving a first targeted ad selected based on content included in the first information item;

generating the first targeted ad item in the syndicated format based on the first targeted

ad;

receiving a second information item of the channel in the syndicated format, the second

information item including a second title, a second link, and a second description, the second

information item being different from the first information item;

receiving a second targeted ad selected based on content included in the second

information item, the second targeted ad being different from the first targeted ad;

generating a second targeted ad item in the syndicated format based on the second

targeted ad, the second targeted ad item including a second targeted ad title, a second targeted ad

link, and a second targeted ad description; and

inserting the second targeted ad item adjacent to the second information item in the

channel in the syndicated format, wherein forwarding the channel comprises forwarding the

channel including the first information item, the second information item, the first targeted ad

item, and the second targeted ad item.

24.   (Previously Presented) The method of claim 23, wherein the first description of

the first information item is used to select the first targeted ad.

25.   (Previously Presented) The method of claim 23, wherein the first link of the first

information item is used to select the first targeted ad.

26-34. (Cancelled)

35.   (Previously Presented) The method of claim 1, wherein the first targeted ad item

includes content that is more recent than content included in the first information item.

36.   (Previously Presented) The method of claim 1, wherein the first targeted ad item

has a more recent edit date than the first information item.

37.   (Previously Presented) The method of claim 1, wherein the first targeted ad item

has a more recent change date than the first information item.

38-41. (Cancelled)

42.   (Currently Amended) The method of claim 1, further comprising:

selecting a first targeted ad based on at least one keyword included in a user request, a

user profile information, [[and]] or geographic location information.

43-55. (Cancelled)

56.   (Previously Presented) The method of claim 1, further comprising:

identifying the first information item in the channel.

57.   (Previously Presented) The method of claim 1, wherein inserting the first targeted

ad item adjacent to the first information item comprises inserting the first targeted ad item

immediately following the first information item.

58.   (Previously Presented) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately preceding the first information item.

59.   (Previously Presented) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second information item comprises inserting the second targeted ad item immediately following the second information item.

60.   (Previously Presented) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second information item comprises inserting the second targeted ad item immediately preceding the second information item.

61.   (Previously Presented) The method of claim 1, further comprising:

receiving a second information item in the syndicated format, the second information item including a second title, a second link, and a second description, the second information item being different from the first information item, wherein

inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately following the first information item and immediately preceding the second information item in the channel.

62.   (Previously Presented) The method of claim 1, wherein:

receiving the first information item in the syndicated format comprises receiving the first information item in the syndicated format from a syndicated content provider system;

receiving the first targeted ad item in the syndicated format comprises receiving the first

targeted ad item in the syndicated format from a targeted ad server, the targeted ad server being

different from the syndicated content provider system;

storing the first information item and the first targeted ad item comprises storing the first

information item and the first targeted ad item on a storage device of a syndicated information/ad

mixer, the syndicated information/ad mixer being different from the syndicated content provider

system and the targeted ad server; and

inserting the first targeted ad item adjacent to the first information item comprises

inserting the first targeted ad item adjacent to the first information item at the syndicated

information/ad mixer.

63.   (Previously Presented) The method of claim 1, further comprising:

receiving a first targeted ad; and

generating the first targeted ad item in the syndicated format based on the first targeted

ad.

64.   (Previously Presented) The method of claim 63, wherein:

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad

server; and

generating the first targeted ad item in the syndicated format comprises generating the

first targeted ad item in the syndicated format at a syndicated information/ad mixer, the

syndicated information/ad mixer being different from the targeted ad server.

65.   (Currently Amended) A method of generating information including targeted ads,

the method comprising:

receiving a user request, the user request including at least one keyword;

receiving, in response to the at least one keyword, first information;

generating, based on the first information, a first information item in a syndicated format,

the first information item including a first title, a first link, and a first description;

receiving, in response to the at least one keyword, a first targeted ad;

generating, using at least one processor and based on the first targeted ad, a first targeted

ad item in the syndicated format, the first targeted ad item including a targeted ad title, a targeted

ad link, and a targeted ad description;

storing, on a computer storage ~~medium,~~ device, the first information item and the first

targeted ad item;

inserting the first targeted ad item adjacent to the first information item to generate a

channel including the first information item and the first targeted ad item in the syndicated

format, the channel including a channel title, a channel link, and a channel description; and

forwarding the channel including the first information item and the first targeted ad item.

66.   (Previously Presented) The method of claim 65, wherein:

receiving the first information comprises receiving first information including the at least

one keyword; and

receiving the first targeted ad comprises receiving a first targeted ad including the at least

one keyword.

67.   (Previously Presented) The method of claim 65, wherein:

receiving the user request comprises receiving the user request from a user system;

receiving the first information comprises receiving the first information from a

search/content server, the search/content server being different from the user system;

generating the first information item in the syndicated format comprises generating the

first information in the syndicated format at a syndicated information/ad mixer, the syndicated

information/ad mixer being different from the user system and the search/content server;

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad

server, the targeted ad server being different from the user system, the search/content server, and

the syndicated information/ad mixer;

generating the first targeted ad item in the syndicated format comprises generating the

first targeted ad item in the syndicated format at the syndicated information/ad mixer system; and

inserting the first targeted ad item adjacent to the first information item comprises

inserting the first targeted ad item adjacent to the first information item at the syndicated

information/ad mixer.

68.   (Previously Presented) The method of claim 65, wherein the syndicated format is

one of RSS and Atom.

69.   (Previously Presented) The method of claim 65, wherein the syndicated format is

configured to list at least one item having a title, a link, and a description corresponding to a

channel.

70.   (Previously Presented) The method of claim 65, wherein inserting the first

targeted ad item adjacent to the first information item comprises inserting the first targeted ad

item immediately following the first information item.

71.   (Previously Presented) The method of claim 65, wherein inserting the first

targeted ad item adjacent to the first information item comprises inserting the first targeted ad

item immediately preceding the first information item.

72.   (Currently Amended) A system for generating information including targeted ads,

the system comprising one or more processors connected to one or more storage devices, the

system being configured to:

receive a first information item of a channel in a syndicated format, the first information

item including a first title, a first link, and a first description, the channel including a channel

title, a channel link, and a channel description;

receive a first targeted ad item in the syndicated format, the first targeted ad item

including a first targeted ad title, a first targeted ad link, and a first targeted ad description;

store, on a~~ computer~~ one or more storage devices, ~~medium,~~ the first information item and

the first targeted ad item;

insert the first targeted ad item adjacent to the first information item in the channel in the

syndicated format; and

forward the channel including the first information item and the first targeted ad item.

73.   (Previously Presented) The system of claim 72, wherein the syndicated format is configured to list at least one item having a title, a link, and a description corresponding to a channel.

74.   (Previously Presented) The system of claim 72, wherein the syndicated format is one of RSS and Atom.

75.   (Previously Presented) The system of claim 72, wherein the system is configured to insert the first targeted ad item adjacent to the first information item by inserting the first targeted ad item immediately following the first information item.

76.   (Previously Presented) The system of claim 72, wherein the system is configured to insert the first targeted ad item adjacent to the first information item by inserting the first targeted ad item immediately preceding the first information item.